

WHAT IS CLAIMED IS:

1. A method for providing on-hold content in a packet-switched network, comprising:

receiving an indication of a call on-hold; and

5 selecting on-hold content for the call based on revenue generation criteria.

2. The method of Claim 1, further comprising generating revenue by providing the on-hold content to
10 the call on-hold.

3. The method of Claim 1, further comprising:

receiving profile information for the call on-hold; and

15 selecting the on-hold content for the call based on the revenue generation criteria and the profile information.

4. The method of Claim 3, wherein the profile
20 information comprises information interactively obtained from an on-hold party to the call.

5. The method of Claim 3, wherein the profile
25 information comprises calling party information.

6. The method of Claim 3, wherein the profile
information comprises called party information.

7. The method of Claim 3, wherein the profile
30 information comprises estimated on-hold time.

062891.0615

8. The method of Claim 1, wherein selecting on-hold content for the call on-hold based on the revenue generation criteria comprises auctioning airtime of the call on-hold and selecting on-hold content of a highest bidder at the auction.

9. The method of Claim 8, auctioning airtime of the call on-hold comprising posting availability of the call on an Internet site along with profile information about the call and receiving bids for providing the on-hold content.

10. The method of Claim 1, wherein the on-hold content at least substantially comprises advertising.

11. The method of Claim 1, selecting the on-hold content for the call on-hold comprising selecting on-hold content from one of a plurality of providers with a pre-existing arrangement to pay for providing on-hold content to calls on-hold.

12. The method of Claim 1, further comprising delivering the on-hold content.

13. The method of Claim 12, wherein the on-hold content is delivered in an audio file format.

14. The method of Claim 12, wherein the on-hold content is delivered in Voice eXtensible Markup Language (VXML) format.

15. A system for providing on-hold content in a packet-switched network, comprising:

means for receiving an indication of a call on-hold;
and

5 means for selecting on-hold content for the call based on revenue generation criteria.

10 16. The system of Claim 15, further comprising means for generating revenue by providing the on-hold content to the call on-hold.

17. The system of Claim 15, further comprising:
means for receiving profile information for the call on-hold; and

15 means for selecting the on-hold content for the call based on the revenue generation criteria and the profile information.

20 18. The system of Claim 17, wherein the profile information comprises information interactively obtained from an on-hold party to the call.

19. The system of Claim 17, wherein the profile information comprises calling party information.

25

20. The system of Claim 17, wherein the profile information comprises called party information.

30 21. The system of Claim 17, wherein the profile information comprises estimated on-hold time.

22. The system of Claim 15, wherein the means for selecting on-hold content for the call on-hold based on the revenue generation criteria comprises means for auctioning airtime of the call on-hold and selecting on-hold content of a highest bidder at the auction.

23. The system of Claim 22, the means for auctioning airtime of the call on-hold operable to post availability of the call on-hold on an Internet site along with profile information about the call on-hold and to receive bids for providing the on-hold content.

24. The system of Claim 15, wherein the on-hold content at least substantially comprises advertising.

25. The system of Claim 15, the means for selecting the on-hold content for the call on-hold comprising means for selecting on-hold content from one of a plurality of providers with a pre-existing arrangement to pay for providing on-hold content to calls on-hold.

26. The system of Claim 15, further comprising a means for delivering the on-hold content.

27. The system of Claim 26, wherein the on-hold content is delivered in an audio file format.

28. The system of Claim 26, wherein the on-hold content is delivered in Voice eXtensible Markup Language (VXML) format.

29. A system for providing on-hold content in a packet-switched network, comprising:

logic encoded in media; and

the logic operable to receive an indication of a
5 call on-hold and to select on-hold content for the call
on-hold based on revenue generation criteria.

30. The system of Claim 29, the logic further
operable to providing the on-hold content to the call on-
10 hold to generate revenue.

31. The system of Claim 29, the logic further
operable to receive profile information for the call on-
hold and to select the on-hold content for the call on-
15 hold based on the revenue generation criteria and the
profile information.

32. The system of Claim 31, wherein the profile
information comprises information interactively obtained
20 from an on-hold party to the call.

33. The system of Claim 31, wherein the profile
information comprises calling party information.

34. The system of Claim 31, wherein the profile
information comprises called party information.

35. The system of Claim 31, wherein the profile
information comprises estimated on-hold time.

36. The method of Claim 29, the logic operable to select on-hold content for the call on-hold based on revenue generation by auctioning airtime of the call on-hold and selecting on-hold content of a highest bidder at the auction.

37. The system of Claim 36, the logic operable to auction airtime of the call on-hold by posting availability of the call on an Internet site along with profile information about the call and receiving bids for providing the on-hold content.

38. The system of Claim 29, wherein the on-hold content at least substantially comprises advertising.

39. The system of Claim 29, the logic operable to select the on-hold content for the call on-hold by selecting on-hold content from one of a plurality of providers with a pre-existing arrangement to pay for providing on-hold content to calls on-hold.

40. The system of Claim 29, the logic further operable to deliver the on-hold content.

41. The system of Claim 40, wherein the on-hold content is delivered in an audio file format.

42. The system of Claim 40, wherein the on-hold content is delivered in Voice eXtensible Markup Language (VXML) format.

10

44. A method for selling advertising in a voice over Internet protocol (VoIP) network, comprising:

receiving profile information for a community;

providing the profile information to one or more
5 service providers to bid to provide on-hold content to
calls of the community placed on hold; and

auctioning a right to provide on-hold content to calls of the community placed on hold.

45. A method for selling advertising in a voice over Internet protocol (VoIP) network, comprising:

receiving criteria of a content provider, the
criteria specifying a type of community the content
5 provider is interested in providing content for calls on
hold;

selecting a community selling a right to provide
content to its calls on hold based on the criteria; and

selling to the content provider the right to provide
10 the on-hold content.